Coming up with ideas for video content

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LECTURE SUMMARY

Covered in this lecture:

Video content types

- Make sure you know who your audience is and that they're interested in video content
- Video content types you can create:

- **#1 Tutorials**

  - think about your product and what should people understand about it
  - what knowledge could help people get started using your product and what advanced functions could help experienced customers get more out of your product?
  - you could make a tutorial about using another product that's related to yours
  - you can provide the same information in a video AND in written form next to it

- **#2 Interviews**

  - film interviews with experts in your industry
  - offer transcripts and closed captions for video interviews to increase the SEO value

- **#3 Company stories**

  - you can create a mix of content talking about your company: the written story, pictures of your employees and your office, & a video with the CEO answering some questions

- **#4 Case studies / customer testimonials**

  - interview your happy customers or film them using your product and explaining how it helps them

- **#5 Listicles**

  - you can easily make a listicle video by adding text and a relevant image in motion for each item

- Once you see what works, you can create a series of videos with the same format

- Video series help you offer a consistent experience to the viewers

Writing your video script

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LECTURE SUMMARY

Covered in this lecture:

What to write in your script

- **A script is a written document that includes everything that happens in the video: what people say, the actions they take, where the action takes place, etc.**

- Not every video project requires a script, but having one will make your video better

- **Scenes are individual parts of the video - short marketing videos are usually made of one scene**

- Elements of a scene:
  - The setting - establish where the action takes place, what time of day it is, etc.
  - The description - what the location looks like, who is already there, how they are positioned, etc.
  - The dialogue - make a note of who is saying each line and what the line is
  - The action - what happens, what movements and gestures people make, etc. (you don't have to go into that much detail as they do in movies)
  - The transition - how you get from one scene to another

- **A storyboard is a document that takes the script and adds sketches or drawings of what the video should look like for each shot within a scene**

- Storyboards are essential in Hollywood movies, but for marketing videos they're not that important
- If you're doing live streams, you should script as much as you can, but have at least the main ideas written out
- You can use the two sentence technique - you only write two sentences at a time, look at them, and then elaborate on those main ideas on camera
- Writing a full script is a good idea if you want to create video content with lasting value
- Having a script allows you to spend less time shooting the actual video
- A video script should be more conversational than a blog post
- **Tips for writing your script:**
  - Consider your audience and their way of speaking
  - Define your scope (what you want to cover)
  - Write in a natural voice - read it out loud to figure out if it sounds natural
  - Hook your audience in the first 10 seconds - assume that some people who land on your video don't know anything about you or your product
  - Give people something to do at the end (call to action)

When a video is most effective in your marketing process

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LECTURE SUMMARY

Covered in this lecture:

Marketing funnels and types of videos

- Video marketing is just a part of your overall marketing strategy, so you always have to keep your ultimate goals in mind
- For each part of the marketing funnel, there is a different type of video that you can create
  - **#1 Awareness (top of the funnel) - ads and explainer videos**
  - **#2 Consideration (middle of the funnel) - customer testimonials and product demos**
  - **#3 Decision (bottom of the funnel) - walkthroughs and F.A.Q.s**
- Whenever you notice people are stuck in one part of the funnel, you can create more videos of the type that can get them to the next stage